



US 20150242679A1

(19) **United States**

(12) **Patent Application Publication**
Naveh

(10) **Pub. No.: US 2015/0242679 A1**

(43) **Pub. Date: Aug. 27, 2015**

(54) **TECHNIQUES FOR EMOTION DETECTION
AND CONTENT DELIVERY**

(52) **U.S. Cl.**
CPC **G06K 9/00335** (2013.01); **H04N 21/262**
(2013.01)

(71) Applicant: **Facebook, Inc.**, Menlo Park, CA (US)

(72) Inventor: **Barak Reuven Naveh**, Palo Alto, CA
(US)

(21) Appl. No.: **14/189,467**

(22) Filed: **Feb. 25, 2014**

Publication Classification

(51) **Int. Cl.**
G06K 9/00 (2006.01)
H04N 21/262 (2006.01)

(57) **ABSTRACT**

Techniques for emotion detection and content delivery are described. In one embodiment, for example, an emotion detection component may identify at least one type of emotion associated with at least one detected emotion characteristic. A storage component may store the identified emotion type. An application programming interface (API) component may receive a request from one or more applications for emotion type and, in response to the request, return the identified emotion type. The one or more applications may identify content for display based upon the identified emotion type. The identification of content for display by the one or more applications based upon the identified emotion type may include searching among a plurality of content items, each content item being associated with one or more emotion type. Other embodiments are described and claimed.

System 100

